

CITY OF GROVELAND

Strategic Plan Update

City Council Workshop *April 18, 2022*



"Communities can grow by choice or chance. The best way to predict the future is to create it yourself. Communities with a vision for the future will always be more successful than communities that just accept whatever comes along."

Abraham Lincoln



"If you fail to plan, you plan to fail."

Benjamin Franklin



Committee Members

Keith Keogh, *Chair*

Jamie Lowe, *Vice Chair*

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Jose Rubio

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Dr. Roland Nunez

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Mission Statement

The City of Groveland is an ecosystem intentionally connecting safety, service, and innovation to support a vibrant welcoming community with natural charm.



Vision Statement

Groveland is a collection of towns, villages, and hamlets interweaving a diversity of people into an eco-agrarian landscape, embodying the following core values:

- *Intentionality*
- *Connectivity*
- *Vitality*
- *Knowledge*
- *Heart*



Core Values





Informed and Engaged
Community

Informed and Engaged Community

Goal Statement: Provide all Groveland community members with inclusive access to informational resources, connecting people to each other and the City's charming culture.

Objectives:

- Neighborhood schools
- Parks and open spaces for central gatherings
- Equal access to high-speed broadband
- Leadership engagement program





Preservation and Conservation

Preservation and Conservation

Goal Statement: Preserve and enhance our natural environment to connect people to nature, bring vitality to Groveland and ensure shared stewardship of our lands.

Objectives:

- Identity lands for preservation
- Establish JPA with Lake County
- Create city programs to preserve and restore ecosystems
- Develop educational programs
- Dark Sky Lighting





Eco-Agrarian Lifestyle

Eco-Agrarian Lifestyle

Goal Statement: Become a close-knit community in which all activities are thoughtfully integrated into existing eco-systems and to enhance healthy development, self-reliance and maintain a continued eco-agrarian way of life.

Objectives:

- Establish CSA “Groveland Grown” program
- Prioritize outdoor recreation opportunities
- Implement renewable and sustainable practices
- Dedicated staff to lead Eco-Agrarian activities





Community Livability

Community Livability

Goal Statement: Create a community that invites innovation, enhances vitality, provides access to shared resources, and offers diverse choices and opportunities so people can become their best selves.

Objectives:

- Downtown Lake David Project
- Beautify downtown (e.g., streetscapes, business façades)
- Health Village
- Affordable housing





Financial Health

Financial Health

Goal Statement: Achieve financial health while prioritizing the needs of today without sacrificing the ability to meet the needs of future generations.

Objectives:

- Align City's budget with Strategic Plan
- Develop a debt management policies following *Strong Town* principles
- Create a standardized fiscal analysis
- Diversify the tax base



"People think focus means saying yes to the thing you've got to focus on. But that's not what it means at all. It means saying no to the hundred other good ideas that there are. You have to pick carefully. I'm actually as proud of the things we haven't done as the things I have done. Innovation is saying no to 1,000 things."

Steve Jobs



Implementation

- Initiate Phase II with Berry Dunn
 1. Financial forecasting, growth projections, capital investment sequencing
 2. Organizational chart forecasting
 3. Refine metrics with baselines
- Dedicate funds for City leadership to conduct field research in benchmark communities
- Create a vibrant Downtown Hub – The Annex
- Designate individual or group to oversee implementation and progress of the Strategic Plan
- Hold annual State of the City addressing progress through Strategic Plan





Heart



Groveland

FLORIDA

City with Natural Charm